



## The Existence Of The Kabuyutan Cultural Heritage Site And Its Influence On The Socio-Economic Conditions Of The Surrounding Communities

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### ABSTRACT

The existence of the Kabuyutan Cultural Heritage Site in Pasirjambu Village, Pasirjambu District, Bandung Regency has become a religious tourism attraction. The aim of the research carried out was to analyze how the existence of the Kabutuan Cultural Heritage Site affects the socio-economic conditions of the surrounding community. The method used in this research is a descriptive research method using questionnaire techniques and interviews. Meanwhile, the research population was 362 families with a sampling technique using random sampling with a total of 60 respondents taken from 15% of the population, namely 362 people which resulted in 60 respondents. The research results show that the Kabuyutan Cultural Heritage Site influences the socio-economic conditions of the community because even though the majority of the surrounding community have their livelihoods in the agricultural sector, with the presence of tourists/pilgrims the community provides services to meet their needs. The results of this research certainly provide opportunities for local communities to develop small and medium businesses.

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## 1. INTRODUCTION

The existence of the Kabuyutan Cultural Heritage Site in Pasirjambu Village, Pasirjambu District, Bandung Regency is one of the religious tourism attractions which is a destination for pilgrims not only from around Bandung but also from outside Bandung. Of course, the existence of this cultural heritage site is a blessing for the people around it. The presence of pilgrims who come certainly opens up business opportunities for the community such as food and drink stalls, parking services, local guides, souvenirs and souvenirs. It is important to study more deeply how the cultural heritage site influences the social conditions of the surrounding community.

There are several studies regarding the influence of religious tourism attractions on the economy, such as those conducted by (Faridani, 2022) who studied the development of religious tourism at the Tomb of Sunan Maulana Malik Ibrahim which had a positive impact both from a social and economic perspective on the lives of the surrounding community. Then research from (Suryani & Kumala, 2021) regarding the development of the tourist attraction of Syech Burhanudin's grave has had a positive impact on the economy of the local community. It can be seen from various business fields around this tourist attraction such as clothing shops, food stalls and other services around the tourist attraction.

This research aims to explore how the influence of the Kabuyutan Cultural Heritage Site can be developed as a source of income for the region and the communities around the area. The method used in this research is descriptive research with the aim of describing religious tourism regarding the socio-economic development of the community around the religious tourism attraction. Religious tourism in this case is visiting the grave (grave pilgrimage) of someone who is considered holy, which is one of the traditions of Muslims. Pilgrimage to graves is a sunnah that is prescribed by law as validated through hadiths. Because, this action reminds humans of death, reminds them of the afterlife and puts aside the pleasures of this world. So, the implementation of the pilgrimage must be in accordance with the rules of the Sunnah (Bingham, 2023). The research results show that there is an influence on the social conditions of the surrounding community regarding the existence of cultural heritage sites. The arrival of pilgrims can improve the socio-economic conditions of the community. So the existence of the Kabuyutan cultural heritage site is not just a place that is considered sacred but also a real tourist attraction that can attract tourists/pilgrims to come to visit the Kabuyutan Cultural Heritage Site (Arrasyid et al., 2024 ; Darmawan et al., 2023).

The study of religious tourism attractions is part of the dynamic scope of social and cultural studies. The existence of the Kabuyutan cultural heritage site which is considered sacred certainly raises curiosity. People's belief in something that is considered sacred did not happen suddenly, but was based on the testimonies of many people who felt a change in their lives after visiting that place. The stories that continue to spread about the Kabuyutan Cultural Site have become a magnet that attracts many people to visit the place so that it will then have an impact on the socio-economic conditions of the surrounding community (Ruhimat et al., 2023).

## 2. LITERATURE REVIEW

### 2.1 Tourism

Tourism is a phenomenon of travel activities carried out by a person or group of people to a place to fulfill their needs and desires, where the trip is not carried out to look for work or a living, apart from that the activity is supported by various kinds of facilities available in the

destination area which are according to needs and desires according to Yulianah (2021). Then, according to Pendit's opinion in (Nugroho, 2020), tourism is the activity of someone traveling for a short period of time, leaving behind all their activities and work by visiting tourist attractions with different purposes. Then according to Sutono & Meitasari, (2021) it is stated that tourism is an activity whose facilities are provided by existing institutions such as the community, entrepreneurs and the government (Yulianah, 2021).

According to the world tourism organization or World Tourism Organization (WTO), tourism is the activity of humans traveling to and staying in destination areas outside their daily environment. Tourism is a travel activity carried out temporarily from the original place of residence to the destination area with the reason not to stay or earn a living, but only to fulfill curiosity, spend free time, or for holidays and other purposes (Denny, 2022). And finally, based on Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism in article 1 number 3, it is stated that what is meant by tourism is various kinds of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, the Government and Regional Government.

## 2.2 Religious Tourism

Religious tourism is a tourism concept that involves religious elements in traveling or traveling (Sabrina et al., 2022). Then, according to Hadi (2022), religious tourism is related to the general and sustainable development of special interest and alternative tourism where respect is shown by travelers, especially holy places. Almost all religions have places that are considered holy by their adherents, for example Islam has holy places, namely Mecca and Medina, Buddhism in Indonesia has the Borobudur Temple, Hinduism in Bali has the Besakih Temple, Christianity and Judaism go to Jerusalem. Especially for Muslims in Indonesia, apart from going to Mecca and Medina as holy places, they also often make pilgrimages to the graves of saints, ulama or kyai who are considered sacred or sacred (Hadi, 2022). Then according to Hasan et al (2022) religious tourism is an activity related to the travel of Muslims to various Islamic historical sites, such as historic mosques and the tombs of famous Islamic figures.

Based on several definitions regarding religious tourism, religious factors are the main motivation for these tourism activities. Religious values, especially in Islam, originate and are rooted in obedience to Allah SWT in the hope of receiving good rewards. Religious tourism by visiting places in the form of tombs (graves) of people who are considered holy is called pilgrimage. In Islam, visiting the grave means carrying out sunnah actions, meaning that if you do it, it is good (rewarding) and if you don't do it, it's okay (no sin). Pilgrimages actually existed before Islam, but at a time when grave pilgrimages were exaggerated, the Prophet forbade them. This tradition has been revived and it is even recommended to pray for the cleric/saint and remember the death of those who do so (Hasan et al., 2022). So it can be concluded that what is meant by religious tourism is the travel activity of a person or group which is based on certain religious motivations to gain meaningful experiences and gain goodness from God Almighty.

## 2.3 Functions of Religious Tourism

Religious tourism is carried out in order to learn lessons from the creation of God Almighty or the history of human civilization to open the heart so as to raise awareness that life in the world is only temporary and not eternal. Several functions of religious tourism according to Mufid in Mukhirto et al., (2022) are as follows:

- a) For individual or collective outdoor and indoor activities, to provide freshness and enthusiasm for life both physically and spiritually.
- b) As a place of worship, remembrance prayers and prayers.
- c) As a religious activity.
- d) As one of the tourist destinations for Muslims.
- e) As a community activity.
- f) To obtain inner and outer calm.
- g) As an improvement in human quality and teaching (ibroh)

## 2.4 Cultural Heritage

Based on Law Number 11 of 2010 concerning Cultural Heritage, what is meant by cultural heritage is material cultural heritage in the form of cultural heritage objects, cultural heritage buildings, cultural heritage structures, cultural heritage sites, and cultural heritage areas on land and/or in Water whose existence needs to be preserved because it has important value for history, science, education, religion and/or culture through a determination process. Then what is included in the cultural heritage category is as follows.

- a) Movable and immovable objects created by humans or which are part of nature. Included in this category are a group of objects and their remains which are essentially 50 (fifty) years old or have a distinctive style and can represent a style of at least 50 (fifty) years and have distinctive historical, archaeological and aesthetic value;
- b) Objects that have important value for paleonthropology;
- c) Sites (sites) that have historical significance and are thought to contain cultural heritage objects;
- d) Plants and buildings are located on the site and have or could have direct importance for cultural heritage objects. Based on the description of the definition above, it can be concluded that cultural heritage objects are objects made by humans or nature that have existed since ancient times which are the result of cultural construction of a society that is full of values.

## 2.5 Socio-Economic Conditions of the Community

Tourism is an activity that directly touches and involves local communities so that it has various impacts on local communities (Rihardi, 2021). An example of this influence is the process of commoditization and commercialization of local community hospitality. Residents who live in cultural heritage sites consider that tourists are a "source of sustenance" and their relationship becomes commercial. There are several practices that are offered to tourists without considering socio-cultural influences, including: commercialization of arts and culture, forgery of cultural objects such as paintings or ceramics, the personalities of young people are damaged and traditional ceremonies are sold to tourists to make money. Apart from negative social impacts, the influence of tourism can be felt from improvements in social facilities in the form of better environmental management.

Then in general the impact of tourism on the economy can be positive or negative. Cohen in Khalim & Fitriyana (2023) explains that in general these impacts can be grouped as follows:

- a) Impact on foreign exchange earnings
- b) Impact on people's income
- c) Impact on employment opportunities
- d) Impact on prices and tariffs
- e) Impact on the distribution of benefits and profits
- f) Impact on ownership and control

- g) Impact on development
- h) Impact on government revenues

To measure the economic impact of the tourism sector, it can be done by analyzing the role of economic actors involved in the tourism business (Khalim & Fitriyana, 2023). The following is an illustration of the economic impact on economic actors in tourism businesses:

- a) For the household sector  
The economic impact of the tourism sector can be seen from the availability of jobs and increased household income.
- b) Producer sector (tourism service providers)  
The economic impact will be felt if there is an increase in business turnover and opening up investment opportunities.
- c) Government  
The economic impact can be felt if there is an increase in foreign exchange, an increase in national income (GDP), as well as an increase in government income from taxes, tariffs and other official levies.

Then, according to Aditama & Wayan (2022), the economic impact of tourism activities or various economic activities can be grouped into three categories, namely direct impact, indirect impact and induced impact. The direct impact arises from direct tourist spending, such as spending on restaurants, accommodation, local transportation and others. Furthermore, business units that receive direct impacts will require input (raw materials and labor) from other sectors, and this will have indirect impacts. Furthermore, if the sector employs local workers, the expenditure of local workers will have an induced impact on the tourist location. Induced impacts are changes in economic activity resulting from household expenditure from income obtained directly or indirectly from tourism. For example, restaurant or parking employees who are supported directly or indirectly by tourism activities spend their income in their area for housing, food, transportation and other needs (Aditama & Wayan, 2022).

### 3. METHOD

This research is a qualitative descriptive research which is research on certain phenomena or populations obtained by researchers with subjects in the form of: individuals, organizations, industries and so on. Descriptive research according to Subhaktiyasa (2024) is research that uses independent variables, without making comparisons or combining them with other variables. Data collection was carried out by interviews, observation and documentation. Interviews were conducted with the community, visitors and managers or caretakers of cultural heritage sites. Observations were carried out by visiting the location of the study object directly. And documentation is collecting data by examining records that are closely related to the existence of the Kabuyutan Cultural Heritage Site (Subhaktiyasa, 2024).

In the qualitative data analysis process, the data that appears is in the form of words and not a series of numbers. Data collected from observations, interviews and documentation were analyzed using three activity streams, namely data reduction, data presentation, and drawing conclusions (Milles, M.B and Huberman, 2014). Based on the results of interviews from tourist traders and workers, data reduction will be carried out to select which data is important, then data processing will be carried out. Then the presentation of qualitative research data is carried out in the form of descriptions.

### 4. RESULTS AND DISCUSSION

#### 4.1 The influence of the existence of the Kabuyutan Cultural Heritage Site on the socio-economic conditions of the community

The research results show that there is an influence on the social conditions of the surrounding community regarding the existence of cultural heritage sites, with pilgrims coming from outside the city of Bandung having a slight impact on the socio-economic conditions of the surrounding community. According to the Manager of the Kabuyutan Cultural Heritage Site, the presence of pilgrims can be expected to improve the socio-economic conditions of the community. The Kabuyutan cultural heritage site is not just a place that is considered sacred but can also be said to be a religious tourism that can attract tourists/pilgrims to come to visit the Kabuyutan cultural heritage site.

If we look at livelihoods, many people make their living in the agricultural sector because most of the area around the Kabuyutan site is rice fields. So from the research above, the existence of the Kabuyutan Cultural Heritage Site has a slight influence on the socio-economic conditions of the surrounding community. Apart from that, based on the results of interviews, the caretaker stated that tourists or pilgrims come to the site to remember the history of Kabuyutan Village. Usually visitors come at certain times such as Thursday, Saturday, Sunday, or major holidays in the Islamic religion.

The economic impact of tourism activities is a fundamental change caused by these activities to the condition of society, such as an increase or decrease in people's income, expansion of employment opportunities and people's behavior towards the surrounding environment. This economic impact is divided into three parts, namely direct impact is the economic impact originating from tourist spending which can be felt directly by local communities. When visitors spend a certain amount of money to provide products and services at tourist locations, it will ultimately generate income for people who work at tourist locations.

Indirect economic impact is the benefit received from a direct impact which results in an increase in input from a business unit, while secondary economic impact is the economic impact obtained based on expenditure incurred by local workers at tourist locations. Based on the results of interviews with 60 pilgrims, 10 (food stall and souvenir traders) and 10 workers (local guides, parking attendants, caretakers) show that there is a direct economic impact between pilgrims and traders, the value arising from the direct economic impact is 23%. Furthermore, the indirect economic impact is in the form of income provided by traders to workers, namely 6.2%. The further economic impact is in the form of expenditure by the workforce to meet their needs. Based on the results of the interview, labor income is almost entirely used to meet consumption needs. The following is Table 1 which explains the direct, indirect and secondary impacts.

Table 1. Direct, Indirect and Continued Economic Impacts

Economic impact	Results	Category
Direct	23%	medium
Indirect	6,2%	low
Induced	Consumption	low

Source: Research, 2023

Based on Table 1, it shows that the direct economic impact between pilgrims and traders is in the medium category. This is because not all of the pilgrims shop. This is possible because visitors shop in the Ciwidey area where places to eat and food souvenirs are more abundant



and varied. Then from traders to workers only 6.2% is in the low category. Then, workers who spend their income on consumption are clearly in the low category.

#### 4.2 The Influence of the Existence of the Kabuyutan Cultural Site on Social Facilities

Based on observations in the Kabuyutan Cultural Site area, the condition of the facilities in the area is still far from adequate. There are several things that need to be repaired or built for the area if it wants to develop and of course attract lots of tourists/pilgrims. Some of the facilities that have not been developed optimally are improvements to basic facilities including repairs to the entrance to the tomb, ablution facilities and toilets. Then the most important thing is also the area signage, the narrow entrance road and vehicle parking facilities.

### 5. CONCLUSION

Based on research conducted by researchers, it can be concluded that the existence of the Kabuyutan Cultural Heritage Site can influence the socio-economic conditions of the community, because many tourists/pilgrims visit the community site to provide services and needs for tourists/pilgrims. With tourists/pilgrims coming from outside the city of Bandung, it can improve the socio-economic conditions of the community around the Kabuyutan Cultural Heritage Site.

The Kabuyutan Cultural Heritage Site is interesting because the presence of pilgrims who increase it can become a business opportunity for the surrounding community. So the community is challenged with other means of livelihood because many tourists come, the community provides services so that it will further improve the socio-economic conditions of the surrounding community.

The existence of the Kabuyutan Cultural Heritage Site in the midst of society also has a positive impact on the surrounding environment because of the beautiful environment and the presence of two rivers flanking the Kabuyutan Cultural Heritage Site whose river flow can meet water needs for the agricultural sector. However, several aspects of social facilities must receive attention from policy makers.

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